

Rep Order# 7902873 Ver# 13 Mod# 3 Status Confirmed

Traffic Order# 24851 Printed: 09/25/2012 3:55 PM  
EC'd Yes Last Received: 09/14/2012 7:19 AM

Station KSL-TV SALT LAKE CITY Agency ( ) SMART MEDIA GROUP  
Advertiser ( ) LOVE, MA 814 KING ST, SUITE 400  
Product LOVE/CD4/R ALEXANDRIA, VA 22314  
Estimate# 912918 Agency C/P/R2/E LOVE/ORDR/912918  
Buyer Patricia Dome Flight Dates 09/12/2012 - 09/18/2012  
Phone# Fax# Status Weeks  
Fax#

— CONTRACT COMMENT —

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
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1	SU	MORMON TIMES	10A-1030A	:30	09/16-09/16	0	\$20.00	0
2	SA	GAME NIGHT LIVE	630P-7P	:30	09/15-09/15	1	\$30.00	1
3	SU	TODAY	7A-8A	:30	09/16-09/16	1	\$120.00	1
4	SU	SUNDAY EDITION	9A-930A	:30	09/16-09/16	1	\$40.00	1
5	W-FR	TONIGHT SHOW	1035P-1135P	:30	09/12-09/13	2	\$800.00	2
7	TU	Buyline Comment: 1/ DAY	1035P-1135P	:30	09/18-09/18	1	\$800.00	1
8	SA	TONIGHT SHOW	1035P-1105P	:30	09/15-09/15	1	\$550.00	1
9	SA	SPORTSBEAT	6P-630P	:30	09/15-09/15	1	\$100.00	1
		6PM NEWS						





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 Product LOVE/CD4/R  
 Estimates# 912918  
 Buyer Patricia Done  
 Phone#  
 Fax#

Station KSL-TV SALT LAKE CITY Agency ( ) SMART MEDIA GROUP  
 Advertiser ( )LOVE, MIA 814 KING ST, SUITE 400  
 Product LOVE/CD4/R ALEXANDRIA, VA 22314  
 Estimates# 912918 Agency CP1/P2/E LOVE/ORDR/912918  
 Buyer Patricia Done Night Dates 09/12/2012 - 09/18/2012  
 Phone# Fax# Hiatus Weeks  
 In Day Program Time Len Dates Spots/Week Rate Total Spots  
 --- --- ----- --- :30 09/14-09/14 -----  
 42 F GUYS WITH KIDS/GO ON 7P-8P :30 1 \$1,500.00 1  
 Rating: 5.8  
 43 SU NEWS 10P-1035P :30 09/16-09/16 1 \$650.00 1  
 Rating: 7.3  
 44 TH-F TODAY 7A-8A :30 09/13-09/14 2 \$950.00 2  
 Rating: 2.7  
 BuyLine Comment: 1/DAY  
 45 TU TODAY 7A-8A :30 09/18-09/18 1 \$950.00 1  
 Rating: 2.7  
 46 SA 10 P NEWS 10P-1035P :30 09/15-09/15 1 \$550.00 1  
 Rating: 5.6  
 48 TH 10 P NEWS 10P-1035P :30 09/13-09/13 2 \$900.00 1  
 Rating: 7.3  
 49 M 10 P NEWS 10P-1035P :30 09/17-09/17 1 \$900.00 1  
 Rating: 7.3  
 50 M THE VOICE 7P-9P :30 09/17-09/17 1 \$5,000.00 1  
 Rating: 7.2  
 51 TH NEWS @ NOON 12P-1P :30 09/13-09/13 1 \$225.00 1  
 Rating: 2.1  
 BuyLine Comment: 1/DAY  
 52 TU TODAY 2 6A-7A :30 09/18-09/18 1 \$400.00 1  
 Rating: 2.2  
 BuyLine Comment: 1/DAY

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 Showing Buylines: All Lines

Station	KSL-TV SALT LAKE CITY			Agency	SMART MEDIA GROUP			Rep Firm
Advertiser	( ) LOVE, MA			814 KING ST, SUITE 400	WASHINGTON			Sales Office ( )
Product	LOVE/CD4/R			ALEXANDRIA, VA 22314	JAMIE ANDRUS			Salesperson ( )
Estimate#	912918			Agency C/P1P2/E	LOVE/ODR/912918			Salesperson Phone#
Buyer	Patricia Done			Flight Dates	09/12/2012 - 09/18/2012			Salesperson FAX#
Phone#				Hiatus Weeks				
Fax#	Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate
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53	TH-F	TODAY		8A-9A	:30	09/13-09/14	2	\$525.00
Rating:	2.0		Buyline Comment: 1/DAY					
54	SA	TODAY SHOW		5A-7A	:30	09/15-09/15	1	\$20.00
55	M-TU	DR. PHIL		3P-4P	:30	09/17-09/18	2	\$50.00
Rating:	2.0		Buyline Comment: 1/DAY					
56	W	STUDIO 5		11A-12P	:30	09/17-09/17	1	\$110.00
Rating:	2.0							
<b>—REPORT TOTALS—</b>								
Report Totals: 51 / \$25,405.00								
<b>—SALES MONTHLY TOTALS—</b>								
Sep 12: 51 / \$25,405.00								
Sales Totals: 51 / \$25,405.00								
Station Totals: 51 / \$25,405.00								
Lines not sent/sold/rtrn: 0 / \$0.00								
<b>—COMPETITIVE—</b>								
Market Totals				\$127,025	CABL 0% KUCW 0%	KUZZ 0% KUTV 0%	KSL 20% KSL 0%	KSTU 0% UNRN 80%
Books	null							KTVX 0%
Demos	RA35+							